Comments - return?

DRAFT

The ETS Issue

Language Exploratory

Young & Rubicam

May 18, 1993

2025835758

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

Assignment

To develop a broad range of credible and compelling

- Messages
- Language
- Sound Bytes
- "Voices"

Which make more impactful/emotional connections with the attitudinally diverse segments of smokers and nonsmokers in order to:

- Moderate attitudes and public opinion about ETS; to the extent possible put ETS/EPA in proper perspective
- Humanize smokers and bolster their self-esteem
- Help forestall further smoking bans and restrictions in public/work places

2025835759

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

Target Mindsets

To help create the most effective messages, consumer attitudes about smoking and ETS were examined. This revealed:

- A diversity of consumer mindsets which communications must be designed to address
- Key leverage points for different mindsets
- Implications for language and tonality

2025835760

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

Smoker Mindsets

Fractious Holdouts	Social Considerates	Self Adjusteds	Guilty Conceders
• Angry and expressive about encroachments on their smoking rights	• Enjoy smoking, but understand that it is socially correct to respect the rights of nonsmokers	• Regulate themselves. Wait for signals that say it's ok to smoke	• Are guilty about smoking in public. Have capitulated to the rights of nonsmokers
• Unwilling to make voluntary concessions	• Make concessions, but only up to a point	• Feel constrained by issue of smoking public. Take pride in their ability to control their smoking behavior	• Feel like second-class citizens
• Preaching not judged to be effective. Speak to them indirectly by speaking to other groups	• Reinforce Current Behavior	• Enhance sense of empowerment as a smoker	• Enhance perceptions of smokers as a group (and in turn, their own self-perceptions)

2025835761

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Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

Non-Smoker Mindsets

Anti-Smoking Militants	Separatists	Resigned Acceptors	Liberals
• Hold extreme views. Strongly favor further bans and restrictions	• Favor bans and restrictions	• Have some issues with smoking, but accept it as a fact of life	• Have greatest respect for the rights of others. Personal choice is a way of life
• Organizers and potential zealots. Can't be persuaded to adopt more moderate attitudes/behavior	• Acknowledge rights of smokers, and view separate accommodations as a reasonable way to handle the issue	• Have a strong respect for personal choice, and are more flexible toward smokers	• Least likely to voice objection. Most likely to make adjustments themselves

- Raise doubts that bans and restrictions are the best ways to handle the secondhand smoke issue

- Reinforce reasons for current behavior

2025835762

DRAFT

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

Communications Objectives

Reinforce

Empower

Inform

2025835763

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

Communication Strategies

Accommodation

Personal Rights

EPA and Epidemiology

2025835764

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

GLOSSARY

Note: Some terms have been used in the written work. Others are more appropriate for conversational use.

I. KEY TERMS

ETS/Second Hand Smoke/ Passive Smoke

Indirect smoke
Incidental smoke
Ambient smoke

Non-Smokers

People who don't smoke
People who choose not to smoke

Smokers

People who smoke
People who enjoy tobacco
People who choose to smoke

People Who Smoke

Accommodating
Considerate

2025835765

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

GLOSSARY

II. EXPANDED TERMS

Accommodation

Cooperation
Equal treatment
Equal Provision
We can work it out
Mutual respect

Anti Smoking Lobby and Activists

HVE's - Highly vocal extremists
ASA's - Anti-smoking Alarmists

Fright-Bytes: overblown conclusions made expressly for the media

Bans (Smoking) and restrictions

The New Prohibition
Exclusionary remedies
Reactionary legislation
"Knee-jerk" legislation

On-site absentees: people who come to work, but must exercise their right to smoke outside the building.

Corporate MIA's: people who are missing in action while they go outside to smoke

2025835766

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

Bans (Smoking) and restrictions (Cont'd)

Corporate Stoops: places in front of buildings where people go in order to smoke.

Excise Tax on Cigarettes or "Sin Taxes"

Punitive taxes
Regressive taxes
Biased taxes
Inequitable taxes
Self righteous taxes
Tax Abuse
Opportunistic taxes
"Personal" taxes

EPA Agenda

End-justifies-the-means-regulation
Politicized regulation
Politicized bureaucracy
Hidden objectives

2025835767

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

EPA Science

Inconclusive research
Skewed research
Data manipulation
Selective analysis
Biased analysis
"Political" Science
Scare du Jour
Alarmist Science
Panic Button Science

Government Legislation on Smoking

Big Government
Creeping bureaucracy
Government encroachment
Big Brother policies (politics)
Government meddling
Exclusionary politics
Repressive legislation

2025835768

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

Potential Umbrella Themes

Accommodation Not Confrontation

Accommodation Not Regulation

Accommodation Not Legislation

Voices Of Reason

Be Fair ... Be Reasonable

Let's Work It Out

2025835769

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

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Accommodation/

In Perspective

2025835720

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

Prohibition Seemed Like a Good Idea at the Time

Andy Warhol said that everybody gets fifteen minutes of fame. The same thing seems to be true of ideas. For no particular reason, a little idea will attract a lot of believers. They all stand around saying "Hey, right on!" without really thinking about alternatives and implications, and when it doesn't work they see it wasn't so smart after all.

"...the idea of not smoking has been elevated into an official truth."

For instance, the idea that if nobody owned anything, nobody would get too rich. That turned into Communism, and we all know about that.

"To smoke or not to smoke is a personal choice."

Or the idea that if nobody could legally buy liquor, nobody would get drunk and the world would be a better place. That was prohibition, which of course didn't work out exactly as planned either.

Now, somehow, the idea of not smoking has been elevated into an official truth--it's the New Prohibition. The EPA supports the notion with dubious research offered as ~~impregnable~~ scientific truth. Anti-smoking prejudice has resulted in more and more legislation infringing on the rights of people who enjoy tobacco. People who don't smoke have become more vocal and aggressive in pre-empting the rights of people who like to smoke. And even more astonishing ideas are imminent: totally smoke-free buildings, even whole cities; a total ban on smoking in the armed forces.

The alarming thing about such ideas is their arrogance, the assumption that they are inarguably right. It is as if the ~~legal~~ rights of part of the population suddenly have precedence over the ~~legal~~ rights of the rest. Any idea that operates on such a premise is, almost by definition, a bad one. To smoke or not to smoke is a personal choice. And the only rational way to deal with that choice is mutual accommodation and cooperation. Not by creating a "New Prohibition".

2025835721

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

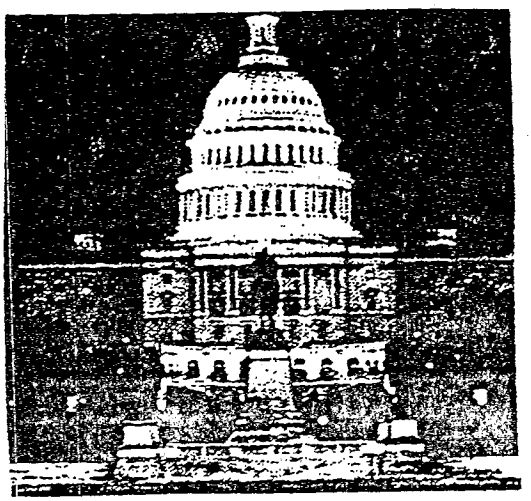
DRAFT

When it Comes to Smoking, Is Big Brother Really the Answer?

Hopefully, only when there's no other way.

Unlike a lot of other countries, this one has always held the view that good people can govern themselves. This has saved our people a lot of grief, as watching recent world events can attest.

But when there are troubles, difficulties, even annoyances, some people say -- "there oughta be a law".



Sometimes that's probably true. But a lot of times it is just a way of not taking the time or trouble to work it out ourselves.

Everyone is different. And everybody should be able to do their best to live their life the way they want to. That alone is hard enough.

Big Brother is rarely a solution. ~~Except on the big things, like racial discrimination, and even then many would argue that~~ In the end, only good people working things out can really make the differences that count.

Somebody a long time ago wrote that "good fences make good neighbors". It was a good piece of thinking in our farming past, and like many good old ideas, it holds up today.

Smoking is one of those things that can cause trouble between families, neighbors, friends and strangers.

Smoking and no smoking areas were invented to get past these differences.

People who respect each others differences -- people with "good fences" -- can work these things out.

Bans, laws and Big Brother (as might) are big, disturbing tools to use.

Using them ~~damn~~ sparingly is the horse that brought us this far, and it's still a good horse to ride.

2025835722

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

Good Guys and Bad Guys

omehow or other, smoking has been turned to an Issue, with a capital "I".

used to be so simple. You either smoked or you dn't -- a personal choice. All kinds of nice eople smoked without getting morally or hically downgraded. Fathers and grandfathers noked, and they were ood guys.

ll of a sudden it's no nger just a choice etween smoking or not noking, but a choice tween Good and Evil. nd suddenly all the eople who don't smoke ecame good guys and all eople who smoke ecame bad guys.

ow people who like to smoke are safe targets r all kinds of arbitrary restrictions, about what bs they can apply for, where they can sit in estaurants, where they can smoke in public laces.

anybody but people who choose to smoke ere targeted in such a manner, there would be ll kinds of social protest and civil rights agitation.

Why doesn't anybody object? Smoking is, after all, legal. It's a personal, individual right.

Of course, people who don't smoke have a right to their own opinion about incidental smoke. There ~~happens to be~~ no conclusive evidence that incidental smoke does them any harm, but it's a free country.

"All of a sudden it's no longer just a choice between smoking or not smoking, but a choice between Good and Evil."

"Does it mean that all the people we ever liked who happened to smoke are suddenly bad guys? Is everybody we ever knew who didn't smoke automatically a good guy?"

Way down deep, though, what really bothers me is the value judgement about people that's implicit in every restriction on smoking. It's as if being someone who smokes automatically means you're a second-class citizen.

Does it mean that all the people we ever liked who happened to be smokers are suddenly bad guys? Is everybody we ever knew who didn't smoke automatically a good guy? Are we revising history, like Communists rearranging events to fit a party line?

Worse yet, are we revising the whole idea of individual rights?

Anybody is free to think whatever he likes about tobacco, but that's not automatically a right to think whatever he likes about me.

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Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

Do You Have to be a Nonsmoker to be a Good Person?

"As a cigarette smoker, I can tell you we're catching an undue amount of flak these days. The way I see it, this newfound prejudice is just a lot of misplaced aggression.

I am the editor of a small-town newspaper, and here, our smokers and nonsmokers made our peace a long time ago. We did so by designating special smoking areas and by taking pains to show, consideration for those who don't smoke.

But now, with the EPA stirring up questionable evidence ~~of the~~ claiming hazards ~~of~~ w/ incidental smoke, the impression is forming that smokers are suddenly "bad people". associate

I am no worse a person now than I was before this all became an issue.

"I am no worse a person now than I was before this all became an issue."

For many, smoking is and always shall be one of those small but especially rewarding pleasures. Many of us are not about to give it up.

Hopefully this issue of incidental smoke will disappear when the zealots move onto something else."

- *Zachary Bates*
A smoker from Des Moines

2025835724

(I don't think "incidental" does it)

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

VOICES OF REASON

The Most Unusual Cigarette Smoker in the Whole Dam Business

You learn a lot about a man who travels all over the world with you, though Jim Dobbins is not the type who makes it easy. We work as a team appraising stress damage and maintenance on the world's biggest dams.

You couldn't find two people more different. I like to talk. Jim is a quiet Texan. He smokes. I don't. All things considered, he's not only the best in the dam business (so to speak), he's just about perfect company.

The first time I saw him put out a cigarette was before they banned smoking on planes. We were landing at Boulder Airport to work on the Hoover Dam. Jim was stripping the paper off the remains of the cigarette and shredding the tobacco remnants into the ashtray.

Now I hear the EPA is trying to get everybody stirred up over so-called "environmental tobacco smoke". As long as I've been around Jim I never ~~noticed~~ had a problem. Personally, I think they're stretching the point.

I watched him dispose of one the same way on a job in Brazil last year so I finally asked: "Jim, how come you tear up your cigarettes like that?"

"You ever hear of Khe San?" I said I did. "You didn't want to leave a trace of yourself in Khe San. Field stripping. Sorta stuck with me. Kind of an environmental idea now, I guess."

2025835775

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

On My time, I Call the Shots

"After eight hours of prowling the mean streets, all I want to do is check in the squad car, hang up the uniform, and make it on down to this sports bar where me and my buddy Mike like to go.

A few beers, a few cigarettes, and a few innings with the Mets.

They want to ban smoking in bars? No way. Hey, if we don't get to call the shots the way we want a few hours a day, then what's it all about? Besides, I'm going to make a Mets fan out of him yet."

- *Anthony DeSica*
Sgt. N.Y.P.D.

We should avoid "testimonials" by celebrities or those who could be seen as role models for kids.

2025835726

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

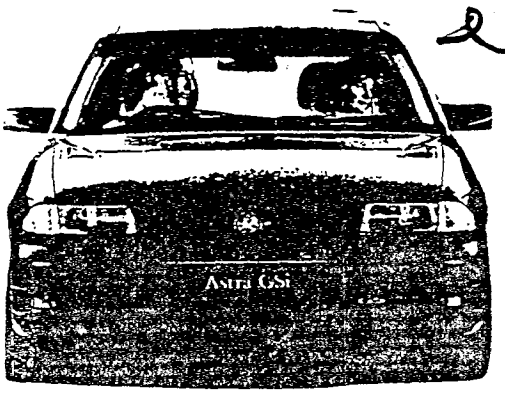
DRAFT

VOICES OF REASON

He'll Roll Down the Window if You Turn Down the Music

Marty Gluck is a jazz musician from Aurora, Illinois who has a thing about Muzack.

"I can't help wondering why there has to be music everywhere. Is the whole world turning into an elevator or a Hilton? No wonder I can't get 'Raindrops Keep Falling' or 'Feelings' out of my head."



Marty thinks people should be as polite about the music they play as he is about the cigarettes he smokes:

"Let's say I'm with my girlfriend and I light up a cigarette in the car. Now, she likes those easy-listening stations that play music for convalescents and victims of shell-shock. She doesn't smoke, so we keep the atmosphere neutral; I roll down the window, and she keeps the radio down to preserve my sanity. Works for us."

Marty affectionately admits, "Even if she liked Miles Davis, I'd keep the window rolled down."

2025835777

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

Profile of a 90's Smoker

"I'm a full-time mother with a part-time job. Having three kids means having three schedules to keep up with besides my own. But I wouldn't trade the time I spend with them for anything. When I get a break -- which is not often -- I smoke a cigarette. ~~If the kids are home, I go in the other room~~. This is my time to unwind, relax and reflect. And it's also important to me."

Beth Ann Mills

Age: 37

Vocation: Mother/Real Estate Broker

Most recent Achievement:

Teaching her daughter Jenny to ride a two-wheeler

2025835278

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

VOICES OF REASON

Marriage and Cigarettes

Anyone who has ever been married for a while already knows how to enjoy smoking in modern society. At least that's the view of Harry Fowler of Atlanta, Georgia.

"After all, don't they both require a democratic sense of mutual accommodation?" he asks.

Harry says he can put up with his wife's TV game shows as long as he gets to watch some football. Likewise, he does the dishes since she does the shopping.

Harry's wife doesn't smoke, so he goes out of his way to be considerate, sometimes smoking outside on the porch, weather permitting. He says, "I don't even smoke in my wife's car, just my own."

Harry says he couldn't ask for a better marriage. "Give a little, take a little. It's only the branches that won't bend that break off in the wind."

2025835729

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

VOICES OF REASON

She Breaks for Animals *and* Cigarettes

In this Age of Correctness, not everyone who brakes for animals or is a stickler for recycling or voted for Clinton refrains from smoking cigarettes.

Sarah Blanchard of Hargrove, PA declares: "Me, I brake for animals *and* I break for cigarettes."

She says that she just likes to smoke, period. "I don't find smoking anything to apologize about. I think the people who should apologize are the types who throw litter from their cars."

Sarah, who works for the local veteranarian adds, "Now that the government has decided that "secondhand smoke" is a possible no-no in regard to the health of nonsmokers, I get more undeserved criticism than ever. But I've always been a thoughtful and considerate smoker when it comes to others and I'll continue to be."

Sarah says it's unwise to talk politics in this day and age. But she adds that she has voted for *both* George Bush and for Bill Clinton.

To which she adds, "How do you like *them* apples?"

2025835780

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

Profile of a 90's Smoker

"I coach a little league soccer team called 'The Bumblebees." You gotta admire the way those little guys go after the ball. Sometimes, when a game gets tense and I'm pacing on the sidelines, I really feel like smoking a cigarette. But, of course, I never smoke in front of the kids. But when I'm with grown-ups, I don't hesitate to light up. I figure I'm entitled. And if someone objects to the smoke, we work it out. It's no big deal."

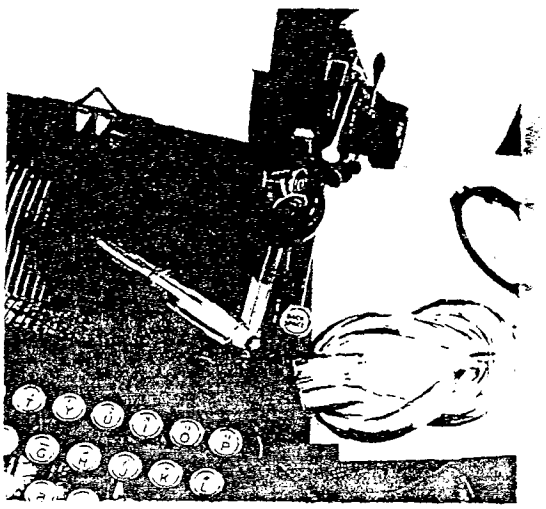
Bob Oggia
Age: 31
Vocation: Computer Programmer/
Soccer Nut
Most recent Achievement:
Coaching the Bumblebees to the All-county Soccer Finals

2025835781

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

Profile of a 90's Smoker

"Some people say I'm out of step with the times. Maybe they're right. I still prefer to rely on my memory and my hand-written notes than on a tape recorder. And when I sit down to write my column. I don't use a computer, like everyone else. My fingers are too damn big for those wimpy chiclet keys. Plus, computers are too quiet for me. I like something I can pound. That's why I keep my old manual Remington around. I like to curl around it, light up a cigarette and start pounding out my story. If I get stuck, I pace around. But lately, some people started to complain about my smoke. So we worked it out: When I'm in my area I smoke. When I'm in theirs I don't. No big deal. OK, so I did change something. But I'll never give up my Remington."



Bill Brennan
Age: "None of your damn business."
Vocation: Chronicler
Most recent Achievement:
Pulitzer Prize, investigative reporting

2025835282

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

A burning question

Why do some otherwise rational people

think it helps to make smoking an emotional issue,

when the vast majority of

people who don't smoke

favor reasonable accomodation for

people who do?...

2025835783

Accomodation Not Confrontation... Let's work it out, O.K.?

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

Tobacco roots

When Native Americans and European settlers passed the ceremonial pipe, tobacco was a symbol of peace...

Today, certain politicians, bureaucratic regulators, and anti-smoking zealots want to make it the opposite...

promoting confrontation and regulation over the use of a legal substance...

the likes of which hasn't been seen since Prohibition...

And we all know how that worked out...

What people who smoke want is fair and reasonable treatment...

a way to enjoy tobacco while they work and while they play...

without bothering others...

plus a little less confrontation all around...

Peace...

2025835784

Accomodation Not Confrontation... Let's work it out, O.K.?

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

Another Tea Party?

In 1773 the government wanted to punish the people with a huge tax on tea...

the result was the Boston Tea Party...

In 1993, it's tobacco...

The problem's the same...

Tax Abuse...

How far have we really come in over 200 years?...

2025835785

Accomodation Not Taxation... Let's work it out, O.K.?

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

The new Prohibition

Have we all been here before?...

a time in American history when a few highly vocal extremists...

tried to legislate a matter of personal choice...

The extremists got their way...

and we all got Prohibition...

but as soon as it was done, everyone knew it didn't work...

That was alcohol...

Today, it's tobacco...

But today, instead of allowing a new Prohibition...

perhaps we should take advantage of the ways available to accomodate everyone...

people who smoke and people who choose not to...

After all, those who do not study history...

are condemned to repeat it...

2025835786

Accomodation Not Regulation... Let's work it out, O.K.?

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

Big Brother the babysitter?

"One way to deal with the smoking issue is

government nannyism,

but I would contend that what most people want are

real solutions to real issues,

not adult childcare..."

... Rep. Patrick Marrinan (D-New York)

2025835287

Accomodation Not Regulation... Let's work it out, O.K.?

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

Does regulation discourage reasonable behavior?

Imagine what could happen if we tried to work out this smoking thing without the government getting involved...

Maybe without a lot of jawboning from politicians and special interest groups...

we could proceed rationally...

in an impartial, objective, and balanced manner...

and everyone's needs could be met...

people who smoke...

and people who choose not to smoke...

and the government could get on with more important problems...

2025835788

Accomodation Not Regulation... Let's work it out, O.K.?

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

Who's blowing more smoke?

Politicians?... Anti-Tobacco Zealots?... People Who Indulge?...

We wonder...

The politicians, seeking to divert attention from more pressing issues, characterize people who smoke as everything from social bores to sociopaths...

they conveniently forget that a quarter of the people who elect them are also people who smoke...

The anti-tobacco zealots suffer the failing of all zealots...

a willingness to misstate the facts for their own purposes...

for these people, the end always justifies the means...

We ordinary folks who enjoy tobacco?

With all this other smoke blowing around, it isn't surprising we can't stay focused on reasonable solutions...

2025835789

Accomodation Not Confrontation... Let's work it out, O.K.?

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

Will productivity go up in smoke?

"Work is tough enough as it is without having to worry about not being able to find colleagues at critical times because they had to go outside the building somewhere in order to smoke a cigarette... There's got to be a better way...

"What those in positions of influence should do is offer solutions to the problem, not create new ones such as lower productivity because people must continually go outside to smoke... With accomodation, smokers will have a place to smoke away from non-smokers..."

... Jane Brite, Director of Human Resources
Magna Corp.

2025835790

Let's be fair... Let's be reasonable... Let's work it out, O.K.?

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

Should we lighten up about smoking?

Today, some people say you're smoking too much if you enjoy one cigarette in the privacy of your own office...

Mark Twain once said a man isn't smoking too much until you catch him with two cigars in his mouth...

You don't find workable solutions at the extremes of any argument...

But maybe we could figure out a lot quicker

how to accomodate people who smoke and people who don't,

if we kept our sense of proportion about things...

and our sense of humor...

2025835791

Accomodation Not Confrontation... Let's work it out, O.K.?...

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

A voice of reason

"In order for smokers and non-smokers to get along,

we must all modify our ideas of rights

with a little compassion and consideration,

not exclusionary remedies..."

"Everyone should be taken care of and there are ways to do it..."

... Rep. Michael Feldman (R-California)

2025835792

Accomodation Not Regulation... Let's work it out, O.K.?

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

Do smokers want too much?

All we're asking for is

a little bit of

well-ventilated space

where we can enjoy

an occasional smoke,

without a lot of hassles...

2025835793

Accomodation Not Confrontation... Let's work it out, O.K.?

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

What is Your IAQ?

. his business about incidental smoke in the orkplace is a controversial topic. Many agree at it is bothersome. Some find it annoying and e issue of whether it is dangerous has opinions n both sides.

ut it does raise a useful public sue in general: The quality of ne air inside the place where ou work.

Components of IAQ

Everybody would like to think hat the air in their offices is lean and clear. But nfortunately that isn't the ase. Most people don't ealize there are thousands of hings -- particles, chemicals nd gases -- in indoor air.

Tobacco smoke happens to be <u>one</u> thing that when present, people can see or smell, so they notice it. But if you can see it, it says that there is a bigger problem, the indoor air quality in total, most likely caused by poor ventilation in your building.

The only thing that has been proven about tobacco smoke in office air is that it exists at meaningless levels. In fact, only about 2-4% of what's measurable of total indoor air comes from tobacco smoke. The much bigger issue is what's there that you <u>can't</u> see or smell in the air you work in.

Everybody has heard of the "sick building" syndrome. A lot of employers and landlords are trying to avoid further publicity on this issue. But employees have the right to know.

The Canary Test

Years ago, coal miners used to bring canaries down into the mines with them to warn them of gas leaks. You see, you can't smell natural gas. If the birds collapsed, then everyone would bolt out of there. Well the canary test won't work in your building. But just about every building has done an air test. So ask your boss or manager to tell you the results.

If you share an office with a chain-smoker, you can and should ask to move if it bothers you.

If not, then for now, why not devote your concern to the bigger issue: Find out if you work in a sick building.

If you do, contact the EPA for help on what to do about it.

Here is their phone number (or write to your congressman).

2025835794

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

2025835795

EPA

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

DRAFT

The EPA is Hazardous to Honest Scientific Inquiry

Strangely enough, the U.S. agency conceived to protect us from various environmental hazards has created a new one: **dis-information.**

At least that's the opinion of a growing number of respected institutions with completely divergent interests and no particular axe to grind. Like whom? Like the Yale Medical School, The National Review and The National Academy of Sciences. They all agree that the EPA's foreboding conclusions on so-called "incidental smoke" are unscientific and totally invalid.

"...such government agencies have become "mechanisms of advocacy", not purveyors of the truth."

They've taken the time to dig into the alleged "scientific studies" on "environmental tobacco smoke" made public by the EPA. The April issue of The National Review called this kind of research "a shameless abandonment of regularly accepted scientific procedures", after reviewing all the EPA data.

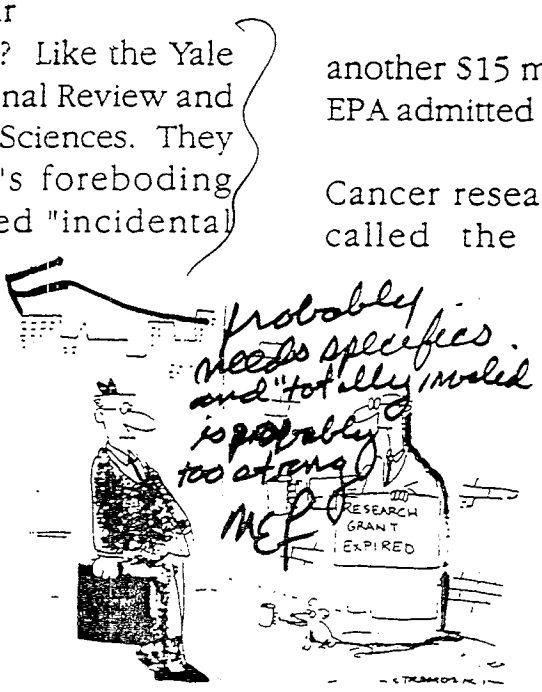
Dr. Alvan Feinstein, a professor of medicine at Yale University notes that such government agencies have become "mechanisms of advocacy", not purveyors of the truth. And Dr. Devra Lee Davis of the National Academy of Sciences determined that, statistically, the risk of cancer is twice as great from drinking ordinary, chlorinated tap water than breathing incidental smoke.

By now the EPA has cried wolf over a growing number of environmental issues: Alar (the apple preservative), radon and asbestos, to name a few. The Alar scare cost the apple industry $150 million and the government wasted another $15 million tax dollars before the EPA admitted they'd made a mistake.

Cancer research scientist Dr. Gio Gori called the EPA report on radon "poignantly out of step with scientific evidence". And the EPA asbestos debacle bankrupted hundreds of business while, ironically, releasing huge amounts of asbestos fiber into the air creating a much greater danger than previously existed. In fact, the EPA recently reversed it's policy, saying it was actually safer to leave asbestos in place.

All of which prompts the question: is the EPA really acting in the public interest when the environment it creates is so often alarmist, irresponsible and unwarranted?

The EPA report on incidental smoke is nothing more than its latest "Scare du Jour".



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DRAFT

Scientific Accuracy or "Political Science"?

n January 1993, the Environmental rotection Agency released the most oiltically motivated report in its history. hey said it proved that incidental garette smoke is hazardous to the health people who don't smoke. But was it ientifically correct or biased analysis?

n awful lot of people were alarmed by at report. Perhaps unduly.

close look at the facts reveals that the PA was once again more concerned with olitical correctness than scientific ccuracy.

laybe these facts will help put the alleged danger" from incidental smoke in it's roper perspective.

. **The EPA ignored all the studies that idn't support their ingoing conclusion.** hey reviewed 30 different studies and otally ignored the 19 which showed no vidence that incidental smoke was a ealth hazard.

. **The EPA Combined 11 different tudies to try and prove their point.** This ind of analysis is scientifically acceptable f all the studies were conducted the same vay. The problem is, they weren't.

. **The EPA lowered it's own standards of accuracy.** Even after ombining the studies they didn't get the esults they needed. So they lowered the evel of scientific accuracy which doubled the liklihood that the results were just due to chance. In effect, they manipulated the data.

4. **The EPA's conclusion has been contradicted by the National Cancer Institute.** The NCI funded the largest ~~and best~~ study ever done on incidental smoke. It showed no connection between incidental smoke and health hazards for people who don't smoke. The EPA didn't include it in their report because it would have totally negated their claim. Even more amazingly, the NCI study was published long before the EPA had finished it's report.

We should all demand nothing less than accurate science and the highest standards of research from the EPA. After all, this organization's mission is the protection of our health and our environment.

There's no place for "political science" at the EPA.

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DRAFT

~~The~~ Government ~~is~~ are often Wrong and Americans Know It

A recent poll indicated that 75% if the American public thinks the government is only right occasionally or part of the time. And everybody can quote a few good reasons for this feeling.

The question is whether the EPA was right when they pronounced incidental smoke to be a carcinogen.

Here's how it happened.

They tried to find studies that could prove it. There weren't any.

The EPA did no research themselves.

They had no laboratory research.

Finally, they took a bunch of small studies (all different) which showed no increased risk from incidental smoke. added them all together -- and still didn't get the answer they wanted. (They had one little study that showed a positive correlation, but it hadn't been repeated, and alone it wasn't enough to count).

So then they lowered the ~~bar.~~ In non-scientific terms they moved the goal post to the 20 yard line to make it possible to report a small statistically reliable result. That's called data manipulation.

Pretty much all scientists agree this process is "rotten science", as one government official called it. That it is like cheating on the test.

But even if the EPA results WERE good science, by their own admission you'd still have a higher chance of getting cancer from your own tap water, your hair dryer, or your electric blanket.

Maybe the only safe place to live is your backyard.

> "They do deserve for their government to seek to find and report the truth. If this incidental smoke issue is important to people, then the EPA should use the money to find or conduct a piece of quality research that truly answers the question."
>
> "But it doesn't justify a lie from the EPA....it may be a little white lie -- a lie told by well meaning people -- but it is a lie nevertheless."

Seriously, everybody knows that cigarette smoking is disliked by many people. And certainly everybody is well aware that actually smoking cigarettes does involve a statistical risk. These are the facts.

But the statistical "facts" the EPA used to pronounce incidental smoke a carcinogen don't fall into that category.

American people are not stupid. They do not deserve to have their own tax dollars spent trying to scare them in this fashion.

They do deserve for their government to seek to find and report the truth. If this incidental smoke issue is important to people, then the EPA should use the money to find or conduct a piece of quality research that truly answers the question.

Dislike of incidental smoke may be popular. It may be politically correct today.

But it doesn't justify a lie from the EPA.

It may be a little white lie -- a lie told by well meaning people -- but it is a lie nevertheless.

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DRAFT

Elvis Lives!

ou've no doubt heard the rumors or ad the reports that, somewhere, Elvis esley is alive and well.

ut, of course, while these reports are ood for a chuckle, you're not going to elieve them. Unless you e Elvis with your very wn eyes. In person. Or, t the very least, on the leven o'clock News.

n other words, unless you ave information you can ely on.

you apply the same test the recent EPA report bout ~~incidental~~ tobacco moke, you have to come way with the same conclusion.

Because, incredible as it may seem, when he EPA declared that ~~incidental~~ smoke is armful to nonsmokers, they did so based n research so flawed that one scientist alls it "rotten science". Others call it data nanipulation.

What they did was gather disparate studies n the subject of incidental smoke. When hey found that ~~most of those~~ studies that did not support their position, they simply ~~discarded~~ disregarded them.

Then they abandoned regular scientific procedures and blew out of proportion the conclusions of the remaining few studies.

And then they said the sky is falling

Unfortunately, there's nothing funny about this.

Since over one-quarter of us smoke, and many others may occasionally be exposed to incidental smoke, the American people have a right to demand that the EPA back up their assertions with research that adheres to accepted scientific methods.

In other words, with reliable information, not data manipulation.

Until then, you can file the EPA report right next to the one that says "the King was abducted by space aliens and is now rockin' and shakin' for folks in another galaxy."

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DRAFT

All the Air We Breathe is Second-hand

ncidental smoke recently became the PA's scare du jour.

ı a report so flawed that an eminent esearcher called it "rotten science", the PA declared incidental smoke is harmful) nonsmokers.

Jut even if one is to ccept this dubious eclaration as gospel ruth, what does it mean? What exactly is the risk hat, according to the PA, incidental smoke oses to nonsmokers.

Here's a clue: According o the EPA's own tandards, you have a ıigher chance of getting cancer from your ıairdryer, your electric blanket or your own chlorinated tap water.

Let's keep incidental smoke in perspective. Incidental smoke is tobacco smoke diluted in the air thousands of imes. Billions when people smoke outside.

And here's a news flash for the EPA: The air that incidental smoke is diluted in is not exactly pure oxygen, nitrogen and other good gases.

Sadly, we're all familar with the poor air quality of many of the buildings we work in. Witness the number of reports of "sick building syndrome", a condition caused primarily by contaminants other than incidental smoke.

Equally sad is the fact that the air of our cities is laden with exhaust fumes and industrial emissions that everyone agrees are genuinely hazardous.

To do this yourself, just step outside. Take a deep breath. There, you just exposed yourself to a documented health risk.

As one of the EPA's own officers told reporters: "the possibility of cancer from incidental smoke is probably much less than you took to get here through Washington traffic".

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Epidemiology

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Epidemiology
Glossary of Key Terms

This could be helpful in any context where we address the science

Epidemiology

Epidemiology is a branch of medical science. Simply put, it combines math and reasoning to better understand the cause and spread of infectious diseases and illnesses.

Epidemiological studies rely on questionnaires and surveys to generate basic information or data and special statistical techniques are then used. However, the experience and judgment of a researcher also play roles in interpreting results. Many agree that epidemiology is both "art and science."

Confounding Factors

This term is used to describe all of the many variables that may play a role in influencing a particular outcome or result. These "confounding factors" tend to obscure results and skilled researchers make reasonable allowances for them.

For example, there are at least 20 "confounding factors" associated with determining the cause of lung cancer. Some of them are: presence of fat in the diet, level of exercise, and genetic background. And, in fact, when some of these factors are isolated and reviewed individually, they represent a significantly higher risk for causing lung cancer than,
for example, "Environmental Tobacco Smoke."

Sample Size

The number of people participating in a research study.
Most reliable research relies on national probability samples of at least 1000 participants.

Research conducted with smaller sample sizes increases the risk of "sample error" which reduces the reliability and validity of the research. Incredibly, many "newsworthy" findings resulting in "headlines" have resulted from studies using samples with as few as 20 participants.

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Another EPA "Scare du Jour"?

It's getting to the point where almost any EPA warning should be taken with a grain of salt (unless by now they have ruled that also to be a high risk idea).

It seems that every time the EPA declares a national hazard alert, it's only a matter of time before they retract, reverse themselves, or stand corrected. For example, Alar the apple preservative is quite harmless in real life application, though the Alar scare cost apple growers $150 million and taxpayers another $15 before the EPA admitted its mistake.

How many other items is the EPA crying wolf over? Radon gas, for one. "Environmental tobaccoo smoke", for another. And now, ordinary chlorinated tap water.

Once you grasp the EPA's fast and loose testing methods, you shouldn't be surprised. For example, in their warning against the hazards of incidental cigarette smoke, they jiggered the research and finally rested their case on completely non-scientific conclusions in which data were "adjusted" to fit their own conclusions. Data manipulation like this should come as no suprise from an agency that's become no more than a politicized bureaucracy.

The good intentions of this important government agency should be applauded. But the taxpayer should hope to see his and her tax dollars spent in ways that prove more scientifically substantial truths.

Until the facts about incidental smoke are scientifically determined, let's not exaggerate the hazards with alarmist tactics, creating yet another "scare du jour".

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EPIDEMIOLOGY The ABC's

This overview has been designed to help you quickly and easily understand "epidemiology". As you read through this, one thing should become clear : *you probably know more about this potentially imposing subject than you may think you do.*

What is "epidemiology"?

Simply put, "epidemiology" combines math and reasoning to try to find the causes of disease. While it uses special statistical techniques, it also relies on the experience and judgment of research professionals for an accurate interpretation of results. So, its proper application is really both "science and art."

One of its most frequent applications is in the study of epidemics (influenza, typhoid, etc.) with a goal towards trying to determine why only some people get sick while others don't. It's basically an attempt to determine who's at risk and from what.

Epidemiology is frequently used by Public Health officials to determine the cause of an illness like Legionnaires' disease, where a problem has just been identified and there's a need to determine the cause quickly. It is rarely used by the Environmental Protection Agency, particularly when looking at longer term, chronic illnesses. They usually use laboratory studies for this.

Advantages and Disadvantages of Epidemiology

To gather the information which forms the basis for many conclusions, "epidemiological studies" rely on surveying and interviewing people. And this leads to some very important observations which you'll want to understand:

1) As you can probably imagine, how certain questions are worded can greatly impact what's learned. This is called "questioning bias." Most researchers try to standardize and test their questions beforehand.

2) Also, the people who are answering the researcher's questions can impact what's learned. In fact, many epidemiological researchers don't ask the person or people directly affected for a number of potentially valid reasons; they instead ask friends or spouses about the individual's habits or exposure levels to a certain material or substance. So, in many of these studies, there is a lot of "second hand" information.

3) Most epidemiological studies try to determine the link between a disease and one variable like nutrition or level of exercise or genetic background, etc. But as we know, there can be many things that contribute to a health problem in addition to the potential cause being studied. These additional things are called "confounding factors." They tend to obscure the results of the research if they're not controlled.

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Meta Analysis

A term used to describe a controversial technique that merges several different research studies related to a particular subject into one large body of information. This type of analysis increases total observations to hopefully provide more accurate conclusions.

Typically, meta analysis will only be used to combine studies that used similar methods and asked similar questions of participants. Researchers tend to use this technique infrequently because of the high risk of developing "apples and oranges" comparisons that will invalidate conclusions.

When the EPA did its risk assessment of ETS, it was the first and only time the EPA had ever used meta analysis to support a conclusion.

Statistically Significant

The likelihood that a result was caused by something other than mere chance. In other words, there is a strong probability that there is a relationship between the variable being tested and the result which occurred.

Additionally, there are degrees of significance ranging from very high to very low.

Confidence Intervals

This term means "how sure" we are of the accuracy of a specific result. Typically, epidemiological studies use percent measures to communicate the certainty of a result. Most epidemiological studies require being "95% sure," or a 95% confidence interval, which is also the generally accepted scientific standard.

As confidence intervals are lowered, the accuracy of the results decrease correspondingly. For example, lowering a confidence interval from 95% to 90%, while a seemingly small change, actually *doubles* the chance for error.

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Risk Ratio

Once the results are in, researchers "score" the material or substance being tested in an epidemiological study to communicate its potential as a risk factor for a given illness.

Generally, for a substance to be considered a risk, a "risk ratio" of 3.00, or higher, is needed. And for scores between 1.00 and 3.00, researchers say there is a "weak relative risk." A 1.00 score means there is no relationship, and for scores below 1.00, there is an inverse relationship.

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*4) Finally, the math used in these studies is "statistical probability." We've all heard the old saying that "statistics can be developed to support any argument." Believe it or not, in many cases this is true. It's true because statistical probability is a technique that allows **different correct answers for the same question.***

Epidemiological studies have played a valuable role for our medical community by helping us to understand how disease moves and spreads among segments of our population. And, this understanding has led to the control of many infectious illnesses in America, including typhoid, smallpox, polio, malaria and recently, Legionnaires' disease.

However, if the statistical methods are not applied and analyzed with integrity, inaccurate and, sometimes, alarming conclusions can be reached.

Some Key Terms and Definitions

There are a few key terms associated with epidemiological studies that you should be aware of. These terms are potentially imposing, but as you'll see, they have relatively simple meanings:

Statistical Significance: This term really tries to define the likelihood of a relationship. In statistical terms, to achieve a "significant relationship," there must be a very high correlation between the presence of certain variables and certain results. If there's a high correlation, then it **may be** "significant," and not just a coincidence. It's "**may be**" because we can only have significant results at different "confidence intervals."

Confidence Intervals: This term really means "how sure" we are of a specific result. Typically, these studies use percent measures to say "how sure" we are: we're 90% sure (but we expect to be wrong 1 out of 10 times); or we're 95% sure; and sometimes we're even 99% sure. Most epidemiological studies require a minimum of being 95% sure, or a 95% confidence interval. This is standard is generally-accepted by scientists and researchers around the world.

Sample Size: This term represents the number of people participating in a research study. Most reliable research uses nationwide, carefully chosen ("random") samples of 1000 or more. It takes this many people in order for the researcher to get a good and fair representation of what's happening. Smaller samples can mean the research is less reliable and accurate.

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Epidemiology and the Public's Need for Standards

As you can see from this brief overview, epidemiology can be a very important medical research tool. It also takes skilled researchers to apply the mathematical techniques with integrity so meaningful results can be used to serve public needs.

Some recent findings by the EPA have been based on inconclusive epidemiological research. And, in fact, the EPA's own study of its scientific integrity suggests that too often, the EPA "adjusts science to fit policy."

What's really needed are ***"Standards."*** Most lay people are unqualified to determine "significant risk." And they become frightened and scared when they are told they are "at risk." A set of minimum standards for determining risk and its significance would be a great service to the American public.

Additionally, "minimum standards" could potentially save government and businesses billions of dollars . Instead of creating public outcries about relatively insignificant "risks" that require action and funding, our resources could be channeled towards more constructive and important uses.

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The Perils of Epidemiology and Political Polling

Perils	Political Polling	Epidemiology
Sample Size	In a political poll, the bigger the sample the smaller the chance for error. In general, about 500 respondents gives a possible error of ±5 percent. A sample of 2,500 respondents decreases the chance for error to ±1 percent. As a rule of thumb, most pollsters use a national probability sample of at least 1,000, which gives a possible error of ±3 percent.	Similarly, in an epidemiological study, the smaller the sample the greater the likelihood that the results are due to chance. Amazingly though, many so-called scientific studies that make national headlines and even become basis for legislation, use very small samples -- sometimes 20 participants, or even less.
Sample Quality	Having enough people is not enough. Polltakers must also get the right kind of people. By carefully selecting those who are registered voters, those who voted in the last election, etc., they can get a sample that's truly representative of the people who will actually vote in an election.	However, in an epidemiological study of people afflicted by an illness attributed to a given environmental factor, it is almost impossible to isolate a sample that has not been exposed to other possible causes. In this case, there is no such thing as a truly representative sample.

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The Perils of Epidemiology and Political Polling

Perils	Political Polling	Epidemiology
Questions	In a political poll, it is not difficult to isolate the responses of specific subgroups. If you want to know how women will vote, you ask women. If you want to know how Democrats will vote, you ask Democrats. You certainly wouldn't want to ask men how women are going to vote, or vice versa.	By contrast, in an epidemiological study, sometimes the questions are asked, not of the person being studied, but of friends and relatives. Furthermore, the questions sometimes go back 20 years, or more. People, anxious to please, tend to make up answers if they don't remember.
Uncontrollable Variables	While the findings of a poll may be accurate at the time the poll is taken, a substantial portion of voters change their decision by the time they get to the voting booth. This problem of *indecision* and other variables, like the fact that *unfavorable weather* can discourage voters, are very difficult to control for in a poll. Nevertheless, the media frequently present findings as more clear-cut than they are and underestimate the influence of uncontrollable variables.	Likewise, for an epidemiological study to be valid it must account for "confounding factors" that may affect the outcome. For instance, a host of confounding factors have been identified for cancer. They include diet, family history, exposure to occupational carcinogens, geographical residence, lifestyle, age, gender, etc. Most epidemiological studies don't even come close to accounting for or even mentioning half of these factors.

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The Perils of Epidemiology and Political Polling

Perils	Political Polling	Epidemiology
Combining Results	In a presidential election, usually not enough extensive research is conducted at the state level to be able to accurately evaluate how close the actual election will be. Although attempts are made to integrate individual state research into a "national poll", the methodology of the individual research efforts is not uniform and the quality varies. Consequently, the results of such a combination of studies are frequently not reliable.	Sometimes, when a series of epidemiological studies fail to show -- or barely show -- "statistically significant" results, they may be combined into one big group called a "meta-analysis". However, as in a political poll, this requires that the methodology of the individual studies be uniform. When the rules of "meta-analysis" are ignored, the results are often "mega-inaccurate".
Reliability of Results	Pollsters express the results of a poll with a "margin of error" at a certain "confidence level". For instance , 3 percentage point margin of error with a 95% confidence level in a national poll means that if the same questions were asked of every adult in the nation in the same way and at about the same time, the results would be within 3 percentage points of the poll 95% of the time. In other words, there's a 5% chance that the poll could be wrong. Because of this, pollsters are reluctant to go below the 95% confidence level.	Similarly, epidemiologists express their degree of confidence in the results of a study with a "confidence interval" for which the accepted standard is 95% which means that there is a 5% chance that the results are wrong. Lowering the confidence level to 90% doubles the chances of the results being wrong. This is a very important point when a study is trying to determine if a substance is hazardous and the evidence is weak. It's very similar to a tight political race which could go either way. Yet, often legislators are asked to use these tenuous results as the basis for legislation.

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KUMQUATS, LIES AND EPIDEMIOLOGY

An Easy Guide To The EPA's Risk Assessment Of Secondhand Tobacco Smoke.

As you probably know, earlier this year the Environmental Protection Agency declared that secondhand smoke represents a "**statistically significant**" risk of lung cancer to nonsmokers.

Since these are the same folks who've scared the wits out of the American public before with unfounded allegations(remember Alar?), you'd think this time they'd have their scientific ducks in a row.

Unfortunately, that's not so.

In fact, the EPA's case is built on such shaky scientific ground that many in the scientific community are appalled.

To begin with, the EPA arrived at its verdict of "statistically significant" risk without doing any research of their own. Instead, they used 11 small, independent studies of non-smoking wives of smokers and their exposure to secondhand smoke in the home. All the studies were conducted by different authors with different methods, using a branch of medical science called epidemiology.

Epi...What?

Epidemiology studies the distribution of disease and the factors determining that distribution. Its main function is to identify populations at risk for a given disease so that a cause may be found.

In other words, if something is wrong, How come?

The first thing you should understand about epidemiolgy is that it is not an exact science. It is not based on laboratory studies, which develop hard cause-and-effect relationships.

Instead, epidemiology relies on analysis and interpretation of statistics. It is, at best, an educated guess. Unless the statistics it relies on are not reliable. Then it is a dumb guess.

In the case of the 11 studies the EPA used, the data were gathered by a notoriously unreliable method: questionnaires.

Gee, I Don't Recall...

The main problem with questionnaires is what scientists call **recall bias**. Which simply means that people's memories are fallible. Especially when asked to answer detailed questions that go back 20 years, or more.

Another problem was that, in some cases, the questionnaires were completed by the husband of the

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person being studied--or even by other relatives or friends. Which is kind of like asking someone how they think their friend or spouse voted in an election that took place 20 years ago.

To understand how difficult it is to determine how much secondhand smoke the nonsmoking wife of a smoker was exposed to during the marriage, consider the following questions:

How much time did the couple spend together? Did the husband smoke in the house? Did he step outside to smoke--or into another room ? Or was he an inconsiderate brute who blew smoke in his wife's face? Was the house well ventilated?

And, most importantly, wouldn't the answers be different in every case?

As you can see, the variables are mind-boggling.

And if this isn't enough to put these studies in the "dumb guess" category, wait, there's more.

Confound it!

In order for a study to be valid, it must account for what epidemiologists call **confounding factors.**

A confounding factor is, or may be, an alternative answer to the question: What else could have caused this disease?

For instance, was the wife exposed to something worse than secondhand smoke at her job? Or in her childhood? And if she had, would she know it?

At least 20 confounding factors have been identified for lung cancer. These include diet, family history , exposure to occupational carcinogens--such as asbestos, geographical residence, lifestyle, age, gender, etc., etc.

The EPA conveniently ignored all of these confounding factors.

Nevertheless, it is important to note that **not one of the eleven studies showed a "statistically significant" risk of lung cancer to nonsmokers.**

At least, not until the people at the EPA got their hands on them.

Enter the EPA

So if the authors of the studies found "no significant risk," how did the EPA--using the very same studies-- arrive at its conclusion of "significant risk?"

Simple. By ignoring the authors' findings, re-calculating the original results and re-writing the rules of epidemiology as they went along to get the results they wanted.

How did they expect to get away with this, especially in view of the fact that they've been caught with their facts down before?

Perhaps they were counting on the fact that tobacco is an easy target and no one would care.

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Or perhaps they were hoping that epidemiology is too complex for journalists, legislators and the public in general to understand.

Not so. True, epidemiology is a complex science. But you don't have to be a scientist to understand how the EPA fudged the numbers.

In fact, you probably already know more about epidemiology than you realize.

Risky Business

Let's start with a term epidemiologists use to express the possibility of risk: **Risk ratio.**

Epidemiologists say ,"**risk ratio**" a lot. Unless they get tired of it. Then they say "**odds ratio.**" If they get tired of that, they say, "**relative risk.**"

Not to worry, it's all the same thing. It's just odds. What are the odds?

Let's say you study two groups for incidence of mugging, one in the city, the other in the country. If the same number of people got mugged in both groups, it would be a miracle. It would also be a risk ratio of 1.0 or no difference. If twice as many people get mugged in the city, that's a risk ratio of 2.0. If three times as many...well, you get the idea.

But just because a risk ratio is above 1.0, it doesn't necessarily mean that something special caused the problem. It could be just chance.

Heads or Tails?

For instance, if you flip a coin four times, you would expect to get two heads and two tails. But not necessarily. You could get three heads and one tail, in which case you would have a risk ratio of 1.5 because you're getting 1.5 times the number of heads that you expected. This doesn't mean anything is wrong with the coin. It's just chance. That's they way the cookie crumbles.

Also, totally by chance, the author of a study could select people that tilt the results of the study either way.

This is why epidemiologists are extremely wary of chance.

To protect against it, they hedge their bets by listing risk ratios along with the degree of confidence they have in the results. Epidemiologists call this is a"**confidence interval.**" So you usually see a risk ratio expressed as follows:

Relative Risk 95%
1.12
Confidence Interval
(.94 -- 1.60)

To translate, this means that, while the relative risk is 1.12, it could also be anywhere from .94 to 1.60. And the 95% confidence part means there is a 5% chance that-- even within this broad range-- the results could be wrong.

Wow!

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"Here's your parachute, Mr. Johnson. Go ahead and jump. We're 95% sure it will open."

You can see why epidemiologists are not willing to go below this level of confidence. In fact, they have made the 95% confidence interval the acceptable standard of the scientific community.

Stacking The Deck

And it is to this critical standard that the EPA applied its most blatant manipulation of statistics.

Since none of the studies they used showed a "statistically significant" risk, they combined them into one big group called a **"meta-analysis."** While this is a valid method, it is seldom used because it requires that all the studies combined be done exactly the same way.

Since these studies weren't, it was like comparing apples, oranges and kumquats.

In fact, even the EPA had never done a meta-analysis before. Does that tell you something about how desperate they were?

Lowering The Hoop

And then --here comes the biggest fudge of all--they violated the established 95% confidence level and lowered it to 90%.

This, in effect, doubled the chances of the results being wrong. But it also allowed them get the results they were after.

For a few sports analogies, let's go to the video tape:

If your basketball team is up against a tough competitor, just lower the hoop from 10 feet to 8 , but only on your side.

If you want to make your favorite baseball team's batting average look great, count only the times at bat when they got hits.

If you really need this touchdown to win the game, and the ball is on the 2-yard line, just move the goalposts 'till it's in.

Here's one in the political arena:

If a bill you're sponsoring requires a majority to pass, and you know you don't have it, just change the majority rule . This time, let it pass with 40% of the vote. Or with whatever votes you have, what the hell.

A Sin Of Omission

And if all this weren't enough, here's another flagrant foul.

One of the largest, most recent and most complete studies ever done on secondhand smoke was published in the November 1992 issue of the American Journal of Public Health.

It was sponsored by the National Cancer Institute. The study examined exposures of nonsmoking women at

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Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

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home, at the workplace, and during childhood.

Its conclusion: No overall statistically significant association between secondhand smoke and lung cancer for any of these situations.

What do you think the EPA did with this study?

Nothing. Zip. Zilch. They simply ignored it.

Do you know why?

Because if they had included it in their "meta-analysis," even using the 90% confidence interval, the overall risk estimate for secondhand smoke would not have been statistically significant. So they conveniently left it out.

Imagine that you're in the middle of an election that's too close to call. Now, let's say that you know that the largest city in your district is going to vote overwhelmingly against you. You know what you do? You just re-define your district's borders and leave that city out. That's right! You can start planning the victory party even before the votes are in.

How Significant Is It?

By now, it must be crystal-clear to you that the EPA re-wrote the rules of the game in order to get a ruling of **"statistically significant,"** a term on which they could hang their declaration that "environmental tobacco smoke increases the risk of lung cancer in nonsmokers."

This is the last term you should understand before you get your jiffy certificate in epidemiology.

In order for a risk ratio to be statistically significant, not only must the ratio itself be above 1.0 but the bottom range of the confidence interval must also be above 1.0.

You can see then that the example we used before :

Relative Risk 95%
1.12
Confidence Interval
(.94–1.60)

is not statistically significant because even though the risk is above 1.0, the bottom range of the confidence interval is only .94 , or less than one.

It's important to repeat here that not one of the studies the EPA used showed a "statistically significant" risk. It is quite clear that the data from all the epidemiological studies were manipulated, recalculated, and "massaged" until the EPA got the results it was after.

A long run for a short slide

And, after all this fudging, all they could come up with was a relative risk of 1.19.

This is what epidemiologists call a **weak relative risk.** A relative risk

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Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

must be above 3 before it shows a relationship that means something. By way of comparison, the relative risk for a person exposed to asbestos can get up to 100 or more.

So 1.19 is not something you'd want to bet the farm on. And it's certainly not something to base legislation on.

After all, remember that we're not talking about rate of disease but the risk of someone getting a disease.

Just to keep things in perspective, here are a few familiar things **all with higher statistically significant risk ratios for lung cancer than secondhand smoke:**

Risk Ratio	
Whole Milk	2.1
Physical Inactivity	1.6
Pork Meat Intake	2.4
Chlorinated Water	1.38
Diesel Exhaust	1.2

Should we introduce a bill to ban showers? Or to outlaw pork meat? How about making it illegal to be a couch potato?

Of course not. Not any more than we should base any legislation on the EPA's report.

The biggest confounding factor

In conclusion, it would be easier to accept the EPA's declaration of "significant risk" if risk assessment were an exact science. Unfortunately, it is not. As we have seen, it incorporates many assumptions and manipulations of unknowns. It is, at best, an educated guess. A guess that becomes even more difficult to make when the available studies are weak, results of different studies are mixed, actual exposure is not measured directly, vital data are ignored, established scientific standards are lowered. And, most importantly, when confounding factors are not even considered.

Add to that the fact that any issue having to do with tobacco is highly emotional and political. Clearly the EPA scientists adjusted science to fit policy. They forgot that, in science, the truth is the truth, regardless of social pressures, political correctness, or anything else.

Ultimately, this is the biggest confounding factor of all.

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Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

As long as we smokers are considerate, it doesn't seem reasonable to take away a right that's been ours for so many years.

Bans, laws and Big Brother are big,
disturbing tools to use.

Accommodation is Better than Legislation

Field stripping cigarettes...kind of an environmental idea now, I guess

Accommodation

Accommodation, Not
Confrontation

Give A Little,
Take A Little

Accommodation, Not Legislation

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People who respect each others differences -- people with "good fences" -- can work these things out.

Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

As a smoker, I seem to be cooperating myself into a corner.

ım no worse a person now than I was before this (second-hand smoke) l became an issue.

"Smoking isn't a sin and smokers shouldn't be treated like outcasts."

y friends who don't smoke treat me like a human being and so should everyone else.

At some point, the anti-smoking crusade became an anti-smoker crusade!

The erosion of personal rights begins with the little things.

f such an abridgement of individual rights were imposed on any roup other than people who smoke, all kinds of hell would break ɔose

Personal Rights

Smoking Bans and Restrictions have become "The New Prohibition"

They are in the interest of keeping smoking in the right perspective: A personal choice and not a subject for hostility.

...the rights of people who choose to smoke were stripped away.

People who smoke and people who don't can find common ground in common courtesy.

The personal right to smoke is just a little thing. But it means alot.

If smokers were a race, many nonsmokers would be racists.

If other groups were persecuted the way smokers are, there would be a public outcry and demonstrations in Washington.

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Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

The idea of not smoking has been elevated to "an official truth".

To smoke or not to smoke is a personal choice

So obviously what's happening here is an economic convenience disguising itself as an environmental health issue.

All of a sudden it's no longer just a choice between smoking or not smoking, but a choice between Good and Evil.

We need real solutions not "Government Nannyism"

In Perspective

All the Air We Breathe is Second-hand

Does it mean that all the people we ever liked who happened to be smokers are suddenly bad guys? Is everybody we ever knew who didn't smoke automatically a good guy?

The much bigger issue, is what you can't see or smell in indoor air, not ETS

So the notion of a smoke-free society is not what you would call a ground-swell of public opinion. It's just a set of politically correct words.

Incidental Tobacco Smoke accounts for only 2-4% of what's measurable in indoor air

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Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000

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The tobacco industry and the people who choose to smoke are inviting targets. But this time, the EPA is blowing smoke in the face of science.

Until the facts about second-hand smoke are scientifically determined, let's not exaggerate the hazards with unreasonable scare tactics.

... such government agencies have become "mechanisms of advocacy", not purveyors of the truth.

All of which prompts the question: is the EPA protecting the public interest when the environment it really creates is so often alarmist and irresponsible?

The EPA's "Scare Du Jour"

EPA

It's getting to the point that almost any EPA warning should be taken with a grain of salt

The New EPA Report: Politically Correct, Scientifically Dubious

All the Air We Breathe is Secondhand

You can file that EPA report right next to the one saying:
"Elvis was abducted by space aliens..."

They do deserve for their government to seek to find and report the truth. If this secondary smoke issue is important to people, then the EPA should use the money to find or conduct a piece of quality research that truly answers the question.

But it doesn't justify a lie from the EPA. It may be a little white lie -- a lie told by well meaning people -- but it is a lie nevertheless.

There's no place for "political science" at the EPA

There is evidence that the issue is not as "black and white" as the EPA would have people think.

We should all demand no less than good science and acceptable research methods from an organization charged with protecting our health and the environment we live in.

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Source: https://www.industrydocuments.ucsf.edu/docs/yhkj0000